0033 Are You Coachable

Before you go further, I need you to answer one question honestly. Not for me. For yourself.

Are you coachable?

I don't mean are you smart. I don't mean are you experienced. I don't mean do you work hard — I already know you do. Every operator I've ever met works hard. That was never the issue.

Coachable means something specific. It means you can hear something you disagree with and sit with it instead of dismissing it. It means you can look at your own operation — the one you built, the one you love, the one you've bled for — and admit that parts of it aren't working. It means you're willing to be wrong about something you've been doing for years.

In more than four decades of working with operators across the country, the ones who turned it around had one thing in common. It wasn't capital. It wasn't concept. It wasn't location. It was the willingness to be coached — to let someone into the room who would tell them the truth, and then actually do something with it.

The ones who didn't make it had one thing in common too. They already knew everything they needed to know. They were sure of it. Right up until the day they locked the door for the last time.

The Operator's Playbook will challenge you. It will contradict things you believe about your business, your leadership, and your industry. Some of it will make you uncomfortable. Good. Discomfort is where growth lives.

If you came here looking for validation — for someone to tell you you're doing it right — you came to the wrong place. There are plenty of resources that will do that for you. The Operator's Playbook is not one of them.

But if you picked it up because something isn't working and you're honest enough to admit it — or because things are working but you know they could be better — then keep reading. Everything in here was built for you.

One rule before we start: never practice on a Guest. The days of slow opens and soft rollouts are over. Friends and Family night exists for a reason. VIP Dinners exist for a reason. Use them. After that, the door opens and every person who walks through it deserves a finished product. Be ready.